



Medeco News & Information



# Solutions

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## Tips for Managing in a Down Economy

### Know Your Existing Customers

What are you doing to thrive in our current economic state? With the talk of recession rising food and gas prices, business owners must flex their savvy during times like these. A major way to do this is leverage your existing customers.

Make a list of your largest customers (by sales and by frequency of work), and determine their profitability. Are there additional opportunities for business with your largest customers? Now may be a great time to visit them and discuss what you can do to help their business. Maybe you offer a product or service the large customer doesn't know about. Meet and discuss new initiatives. BRAINSTORM with your customer! Relationship management is a powerful tool, and calling on those customers who already work with you can provide great opportunities for growth—for both of you!




A slow economy is just like winter: simply a time to shed excess and re-create your company. Be creative and re-emerge as a better, faster, and stronger company.

### Control Shrinkage

In the retail world, "shrinkage" is a term used when items coming in to the store for sale do not leave it with a matching payment. In other words, shrinkage represents the cost of stolen from the store. According to an article published in the March 11, 2008 issue of Business Standard, "shrinkage cost the world's retailers approximately \$98.6 billion last year." And, the majority of those thefts were committed by



 So, how can this problem be minimized? The answer is little in size but huge in results! Medeco's Logic technology is available in many forms to serve retail security needs... not just the front door. Imagine securing everything from the cabinets containing expensive electronics to the room containing employee files, in to the front door, with one key that can audit who enters when. It can even tell you when someone tried to access a locked closing at a time he or she does not



authority to do so. This big technology is revolutionizing the retail industry and helping major retailers reduce their shrinkage.

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## Medeco's New Ads



To highlight our ability to provide solutions in the retail industry, Medeco is advertising in [Loss Prevention Magazine](#). This publication is sent to over 45,000 professionals in the retail industry, containing cutting edge industry news and information on how to solve retail security threats. [Click here](#) to view our ad publishing in the May edition.

Medeco has also scheduled ads in [Airport Magazine](#), highlighting Logic's capabilities in solving airport security concerns. Airport Magazine's 23,000 readers include "members of the American Association of Airport aviation policymakers and high-ranking government officials from the U.S. around the world, corporate executives from every sector of the global aviation industry and more". [Click here](#) to see our ad running in the May



And, we continue to educate our channel partners on the products Medeco offers to help them thrive and solve their customers' Check out our ad in the May issue of Locksmith Ledger by [clicking here](#).

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## Medeco Spotlight

### 2008 Catalog PDF Now Available!

The 2008 Canadian Catalogue PDF File is now available for downloading at [www.medeco.com](http://www.medeco.com) – you must login to the extranet access site from the home page and select the pricing tab. For assistance, please contact Customer Service at 1-888-633-

### Welcome to Our Newest Team Member!



Please extend a warm welcome to Sean Broad who has joined our Inside Sales Team in the Waterloo location! Sean brings several of customer service experience from a variety of avenues and will be responsible for all Territories except Ontario.

Souhaitons la plus cordiale bienvenue à Sean Broad, qui vient tout récemment de joindre notre équipe de ventes internes aux bureaux de Waterloo! Sean

apporte plusieurs années d'expérience en service à la clientèle provenant de domaines et sera responsable de tous les territoires sauf l'Ontario

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## Calendar of Events

### May 2008

8 Salon de la Securite Civile Mission Sante, Quebec City, QC  
17 Clark Security Show, Reno, NV  
17 IDN Armstrong Show, Miami, FL

### June 2008

1-3 International Parking Institute Conference, Dallas, TX  
9-10 New York Law Enforcement Expo, New York City  
20-22 Associated Locksmiths of America Annual Show, Dallas, TX  
23-25 National Retail Federation Loss Prevention Show, Orlando, FL  
24-25 Police Security Expo, Atlantic City, NJ

### August 2008

2 Clark Security Show, Orlando, FL

Click [here](#) for our complete training schedule and [here](#) for our trade show calendar.

### Contact us with Questions or Comments:

Medeco US Door Security 800-839-3157  
Medeco Canada 888-ME DE CO4  
Medeco Industrial Security 888-633-3261  
Medeco Export 540-380-1603

### Quick Links to Medeco

[Contact Us](#)  
[www.Medeco.com](http://www.Medeco.com)

If there are others within your company that you would like to have added to our list, feel free to forward this message, or contact Mary Lee Runstedler at 1-888-633-3264 or her at [mrunstedler@medeco.com](mailto:mrunstedler@medeco.com).

Medeco Solutions is a monthly publication of Medeco Security Locks. While we hope that you find it useful and informative, unsubscribe information is included below. Please let us know if you are not seeing the type of information that you would find helpful - along with suggestions of what we should include.

The [medeco.com](http://medeco.com) web site is constantly updated with information on new products as well exciting events that Medeco is involved with. [Click here](#) to sign up for an automatic update when significant changes have been added to the site. Just as with Solutions, a link is included to allow you to "opt out" of the updates at any time.

**Thanks for your subscription!**